

## IN THE CLAIMS:

Without prejudice, make the changes in the claims as indicated, namely, cancel claims 1 through 36 and add new claims 49 through 58.

1.     **(Cancel)** A handheld cleaning device comprising:  
a cleaning head having an underside and a topside bearing a visual advertisement, and  
an absorbent wiping member detachably connected to the underside of the cleaning head.
2.     **(Cancel)** The cleaning device recited in Claim 1 where the wiping member covers substantially the entire underside of the cleaning head.
3.     **(Cancel)** The cleaning device recited in Claim 1 where the advertisement is on a cover member that overlies the topside of the cleaning head.
4.     **(Cancel)** The cleaning device recited in Claim 3 where the cover member covers substantially the entire topside of the cleaning head.
5.     **(Cancel)** The cleaning device recited in Claim 3 where the combined weight of the cleaning head, wiping member, and the cover member is less than 3 pounds.
6.     **(Cancel)** The cleaning device recited in Claim 1 where the cleaning head is substantially disk shaped having a thickness from 1/4 to 1 inch and a diameter from 12 to 30 inches.
7.     **(Cancel)** The cleaning device recited in Claim 1 where the cleaning head includes an elongated handle having a first end connected at or near a central point of the topside cleaning head and second free end enabling a user to grasp the free end and manipulate the cleaning head.
8.     **(Cancel)** The cleaning device recited in Claim 7 where the first end of the handle is pivotally connected to the cleaning head.

9. **(Cancel)** The cleaning device recited in Claim 8 where a universal joint pivotally connects the handle to the cleaning head.
10. **(Cancel)** The cleaning device recited in Claim 8 where a ball and socket pivotally connects the handle to the cleaning head.
11. **(Cancel)** The cleaning device recited in Claim 8 where a T-joint pivotally connects the handle to the cleaning head.
12. **(Cancel)** The cleaning device recited in Claim 7 where the first end of the handle is pivotally and rotatably connected to the cleaning head.
13. **(Cancel)** The cleaning device recited in Claim 7 where the cleaning head includes a hand-retaining member attached to the topside of the cleaning head.
14. **(Cancel)** The cleaning device recited in Claim 13 where the hand-retaining member includes an adjustable strap.
15. **(Cancel)** The cleaning device recited in Claim 14 where the adjustable strap includes a self-locking component.
16. **(Cancel)** The cleaning device recited in Claim 15 where the self-locking component comprises a hook component at one end of the strap and a fabric component at the other end of the strap.
17. **(Cancel)** The cleaning device recited in Claim 1 including a two-component connector that detachably connects the cleaning head and the wiping member, said two-component connector having a first component attached to the underside of the cleaning head and a second component attached to a topside of the wiping member.
18. **(Cancel)** The cleaning device recited in Claim 17 where one component includes a loop element and the other component includes a fabric element.

19. **(Cancel)** The handheld cleaning device as recited in Claim 1 where the wiping member includes support member.

20. **(Cancel)** The cleaning device recited in Claim 19 where the wiping member comprises a multi-ply cloth absorbent material connected to the support member.

21. The handheld cleaning device as recited in Claim 20 where the wiping member includes a foam member positioned between the support member and the multi-ply cloth absorbent material.

22. **(Cancel)** A handheld cleaning device comprising:  
a cleaning head having a underside and a topside,  
a handle including at least one elongated linear member pivotally attached to the topside of the cleaning head,  
an absorbent wiping member detachably connected to the underside of the cleaning head,  
and  
a detachable cover member overlying the topside of the cleaning head, said cover member bearing a visual advertisement on an outer side.

23. **(Cancel)** The cleaning device recited in Claim 22 where the wiping member covers substantially the entire underside of the cleaning head and the cover member covers substantially the entire topside of the cleaning head.

24. **(Cancel)** The cleaning device recited in Claim 22 where the visual advertisement is for a team participating a sporting event.

25. **(Cancel)** The cleaning device recited in Claim 24 where the sporting event is selected from the group consisting of basketball, volleyball, roller skate hockey, a roller derby, badminton, boxing, and wrestling.

26. **(Cancel)** The cleaning device recited in Claim 22 where the visual advertisement is for a sponsor of a sporting event.

27. **(Cancel)** The cleaning device recited in Claim 22 where the cleaning head is substantially disk shaped having a thickness from 1/4 to 1 inch and a diameter from 12 to 30 inches, said cleaning head including an elongated adjustable handle having a first end pivotally connected at or near a central point of the topside cleaning head and second free end enabling a user to grasp the free end and manipulate the cleaning head.
28. **(Cancel)** The cleaning device recited in Claim 27 where a universal joint pivotally connects the handle to the cleaning head.
29. **(Cancel)** The cleaning device recited in Claim 28 where a ball and socket pivotally connects the handle to the cleaning head.
30. **(Cancel)** The cleaning device recited in Claim 27 where a T-joint pivotally connects the handle to the cleaning head.
31. **(Cancel)** The cleaning device recited in Claim 7 where the first end of the handle is pivotally and rotatably connected to the cleaning head.
32. **(Cancel)** The cleaning device recited in Claim 22 including a two-component connector that detachably connects the cleaning head and the wiping member, said two-component connector having a first component attached to the underside of the cleaning head and a second component attached to a topside of the wiping member.
33. **(Cancel)** The cleaning device recited in Claim 22 including a two-component connector that detachably connects the cleaning head and the cover member, said two-component connector having a first component attached to the topside of the cleaning head and a second component attached to an inner side of the cover member.
34. **(Cancel)** A cleaning device comprising  
a cleaning head with a predetermined shape, an underside and a topside bearing a visual advertisement, said underside and topside each having a substantially planar surface,

a liquid absorbent pad detachably connected to the underside planar surface, said pad having substantially the same predetermined shape as said cleaning head to cover substantially the entire the underside planar surface, and

a handle attached by a pivot element to the topside of the disk shaped member.

35. **(Cancel)** The cleaning device recited in Claim 34 where the liquid absorbent pad is pre-impregnated with a cleaning material.

36. **(Cancel)** The cleaning device recited in Claim 34 where the handle comprises at least two telescopically connect members enabling the length of the handle to be manually adjusted.

37. **(Original)** A method of advertising at an entertainment event at least in part employing a substantially planar surface where at least a portion of the event is conducted, said planar surface being from time to time cleaned to remove liquid there from, said method of advertising comprising the steps of

(a) televising the event,

(b) from time to time wiping the planar surface to remove liquid there from with a device that has an exterior displaying a visual advertisement, and

(c) as the planar surface is being wiped, televising wiping the planar surface including the advertisement displayed on the device.

38. **(Original)** The method recited in Claim 37 where the planar surface is nearby spectator seats for the event, said seats positioned to enable a spectator in one of said seats to view the planar surface and observe the advertisement displayed on the device as the planar surface is being wiped.

39. **(Original)** The method recited in Claim 37 where the advertisement is displayed on a member of the device that is mounted for removal from the device.

40. **(Original)** The method recited in Claim 37 where the advertisement is from time to time replaced with a different advertisement.

41. **(Original)** The method recited in Claim 37 where the advertisement is for a team participating a sporting event.
42. **(Original)** The method recited in Claim 41 where the sporting event is selected from the group consisting of basketball, volleyball, roller skate hockey, a roller derby, badminton, boxing, and wrestling.
43. **(Original)** The method recited in Claim 37 where the advertisement is for a sponsor of a sporting event.
44. **(Original)** A method of advertising at an entertainment event at least in part employing a substantially planar surface where at least a portion of the event is conducted, said planar surface having nearby seats at least in part occupied by one or more spectators, said method of advertising comprising the step of from time to time cleaning the surface to remove liquid there from with a device that has an exterior displaying a visual advertisement, said cleaning device being observed by at least one spectator, said advertisement being sufficiently large for said spectator to view.
45. **(Original)** The method recited in Claim 44 where the advertisement is for a team participating a sporting event.
46. **(Original)** The method recited in Claim 45 where the sporting event is selected from the group consisting of basketball, volleyball, roller skate hockey, a roller derby, badminton, boxing, and wrestling.
47. **(Original)** The method recited in Claim 44 where the advertisement is for a sponsor of a sporting event.
48. **(Original)** The method recited in Claim 44 including televising wiping the planar surface including the advertisement displayed on the device.
49. **(New)** A handheld cleaning device comprising:

a cleaning head having an underside and a topside bearing a visual advertisement, said advertisement being on a removable cover member that overlies and covers substantially the entire topside of the cleaning head,

an absorbent wiping member detachably connected to the underside of the cleaning head that covers substantially the entire underside of the cleaning head, and

an elongated handle having a first end connected at or near a central point of the topside cleaning head and a second free end enabling a user to grasp the free end and manipulate the cleaning head.

50. (New) The cleaning device recited in Claim 49 where the combined weight of the cleaning head, wiping member, and the cover member is less than 3 pounds.

51. (New) The cleaning device recited in Claim 49 where the cleaning head is substantially disk shaped having a thickness from 1/4 to 1 inch and a diameter from 12 to 30 inches.

52. (New) The cleaning device recited in Claim 49 where the first end of the handle is pivotally connected to the cleaning head.

53. (New) The cleaning device recited in Claim 49 where the first end of the handle is pivotally and rotatably connected to the cleaning head.

54. (New) The cleaning device recited in Claim 49 including a two-component connector that detachably connects the cleaning head and the wiping member, said two-component connector having a first component attached to the underside of the cleaning head and a second component attached to a topside of the wiping member.

55. (New) The cleaning device recited in Claim 54 where one component includes a hook element and the other component includes a fabric element.

56. (New) The cleaning device recited in Claim 49 where the visual advertisement is for a team participating in a sporting event.

57. (New) The cleaning device recited in Claim 56 where the sporting event is selected from the group consisting of basketball, volleyball, roller skate hockey, a roller derby, badminton, boxing, and wrestling.

58. (New) The cleaning device recited in Claim 49 where the visual advertisement is for a sponsor of a sporting event.